



## Executive Biography

### **Bruce Dahlgren**

Senior Vice President and General Manager, Enterprise Services  
Hewlett-Packard Asia Pacific and Japan

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Bruce Dahlgren has served as Senior Vice President and General Manager of the Asia Pacific & Japan (APJ) region for HP Enterprise Services since September 2012. He is responsible for accelerating market expansion and driving revenue and profit growth across one of the industry's broadest portfolios of infrastructure, applications, and business process outsourcing services.

Enterprise Services APJ provides industry-leading services for the "New Style of IT," including Cloud, Mobility, Big Data and Security across the portfolio to five sub-regions, 20 countries, and more than 250 Enterprise Clients throughout Asia Pacific and Japan.

Prior to leading the Enterprise Services team in APJ, Dahlgren was senior vice president of the Managed Services business within the HP Printing and Personal Systems Group (PPS). Under Dahlgren's direction, PPS Managed Services grew to become a recognized industry leader in Managed Print Services by notable analyst firms such as IDC and Gartner. The success of the Managed Services business was driven by a consistent strategy to consolidate devices, reduce complexity and increase office productivity for customers while embracing a consultative approach to enterprise sales.

Dahlgren has more than 27 years of experience in the IT industry. Prior to joining HP in 2006, he served as vice president and general manager for Lexmark International, leading the company's transformation from a traditional product orientation to a solutions and services approach. Dahlgren also served as vice president for Teradata Solutions Group at NCR Corporation where he was instrumental in driving a leadership position in the emerging Data Warehouse market. He has also held senior management positions in finance, planning, operations, marketing, sales and services with NCR and AT&T.

Dahlgren holds a bachelor's degree and a Master of Business Administration from Stetson University, and is a graduate of the Wharton Executive Education Program. He is based in Singapore.